RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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March 20, 1998

RJR Account #586440
SHOSHO BROS.

SALEM TEAR TAPE PROMOTION #800438: APRIL - JUNE

SALEM .30¢ Tear Tape product has been ordered, as well as **4** SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future *Salem .30¢ Tear Tape* promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per Sku:	**40 units**
Billing per Sku:	**4 Full Price Cartons**

SUFFICIENT PRODUCT HAS BEEN PROVIDED TO SHIP THIS PROMOTION OVER A 3-MONTH DISTRIBUTION PERIOD TO YOUR RETAILERS ON THE ATTACHED CUSTOMER LIST. NO ADDITIONAL PRODUCT WILL BE SHIPPED FOR THIS PROMOTION. SHIP NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON THE ATTACHED CUSTOMER LISTS ON THE DESIGNATED SHIP DATES.

RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00 (2 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162601
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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SAL2QAP.DOC

Source: https://www.industrydocuments.ucsf.edu/docs/nrxn0000

APRIL DELIVERY
SALEM TEAR TAPE
SHOSHO BROS.

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	1
12300-24195	*Full Flavor 100*	1
12300-24196	*Light*	1
12300-24197	*Light 100*	1

4/27/98

Product / Premium Arrival: **April 6, 1998**
Ship Date to Retail: **Week of: April 13, 1998**

EFT $ Amount: **$1,184.70**

RETAIL DISTRIBUTION DATES
(REFER TO ATTACHED CUSTOMER LISTS)

APRIL DISTRIBUTION	**4/13/98**	**(PRODUCT AND DISPLAY)**
MAY DISTRIBUTION	**5/4/98**	**(PRODUCT ONLY)**
JUNE DISTRIBUTION	**6/8/98**	**(PRODUCT ONLY)**

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

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Source: https://www.industrydocuments.ucsf.edu/docs/nrxn0000

WHOLESALER : 586440 SHOSHO BROTHERS. INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162601	162629	397416	STEFFIE'S DELI	1592 ELMWOOD AVE	BUFFALO	NY	14207	1	1	1	1	4		
162601	162626	398691	MAYBACKS FOOD	1598 N. FALLS BLV	TONAWANDA	NY	14150	1	1	1	1	4		
162601	162626	544295	SHOP-A-LOT	260 MAIN ST	TONAWANDA	NY	14150	1	1	1	1	4		
162601	162629	562502	VONDY'S DELI	604 HERTEL AVE	BUFFALO	NY	14207	1	1	1	1	4		
			PAGE BREAK TOTAL ACCOUNTS	4	TOTAL QUANTITY			4	4	4	4	16		
			TEMPLATE TOTAL ACCOUNTS	4	TOTAL QUANTITY			4	4	4	4	16		

APRIL DISTRIBUTION
4/13/98

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Source: https://www.industrydocuments.ucsf.edu/docs/nrxn0000

BPEN5BB2 WORKPLAN VAP TEMPLATE LISTING PAGE:
DATE: 98-0
TIME: 12:1

WHOLESALER : 586440 SHOSHO BROTHERS, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162601	162629	397416	STEFFIE'S DELI	1592 ELMWOOD AVE	BUFFALO	NY	14207	1	1	1	1	4		
162601	162626	398691	MAYBACKS FOOD	1598 N. FALLS BLV	TONAWANDA	NY	14150	1	1	1	1	4		
162601	162626	544295	SHOP-A-LOT	260 MAIN ST	TONAWANDA	NY	14150	1	1	1	1	4		
162601	162629	562502	VONDY'S DELI	604 HERTEL AVE	BUFFALO	NY	14207	1	1	1	1	4		
			PAGE BREAK TOTAL ACCOUNTS	4	TOTAL QUANTITY			4	4	4	4	16		
			TEMPLATE TOTAL ACCOUNTS	4	TOTAL QUANTITY			4	4	4	4	16		

MAY DISTRIBUTION
5/4/98

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Source: https://www.industrydocuments.ucsf.edu/docs/nrxn0000

BPEN5B92 WORKPLAN VAP TEMPLATE LISTING PAGE:
DATE: 98-0
TIME: 12:1

WHOLESALER : 586440 SHOSHO BROTHERS, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162601	162629	397416	STEFFIE'S DELI	1592 ELMWOOD AVE	BUFFALO	NY	14207	1	1	1	1	4		
162601	162626	398691	MAYBACKS FOOD	1598 N. FALLS BLV	TONAWANDA	NY	14150	1	1	1	1	4		
162601	162626	544295	SHOP-A-LOT	260 MAIN ST	TONAWANDA	NY	14150	1	1	1	1	4		
162601	162629	562502	VONDY'S DELI	604 HERTEL AVE	BUFFALO	NY	14207	1	1	1	1	4		
			PAGE BREAK TOTAL ACCOUNTS	4	TOTAL QUANTITY			4	4	4	4	16		
			TEMPLATE TOTAL ACCOUNTS	4	TOTAL QUANTITY			4	4	4	4	16		

JUNE DISTRIBUTION
6/8/98

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Source: https://www.industrydocuments.ucsf.edu/docs/nrxn0000

RJR TOBACCO

Salem

To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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Source: https://www.industrydocuments.ucsf.edu/docs/nrxn0000